

I claim:

1. An adhesive for an at least one-layer pressure sensitive adhesive sheet strip which is residuelessly and nondestructively redetachable by extensive stretching substantially in the bond plane, said adhesive being comprised of at least one block copolymer having one or two end blocks composed of vinylaromatics, and a block composed of a conjugated diene, wherein the fraction of 1,2-linked diene is selectively hydrogenated.
2. An adhesive as claimed in claim 1, containing from 20 to 70% by weight of styrene block copolymer, relative to the total adhesive.
- 15 3. An adhesive as claimed in claim 2, containing from 30 to 60% by weight of styrene block copolymer, relative to the total adhesive.
4. An adhesive as claimed in claim 3, containing from 35 to 55% by weight of styrene block copolymer, relative to the total adhesive.
- 20 5. An adhesive as claimed in claim 1, wherein the vinylaromatics are partly hydrogenated styrene-isoprene-styrene block copolymers, styrene-butadiene-styrene block copolymers or a mixture of the two.
- 25 6. An adhesive as claimed in claim 1, comprising styrene block copolymers which are completely hydrogenated in the elastomer block and are based on styrene-ethylene/butylene-styrene and/or styrene-ethylene/propylene-styrene.
7. An adhesive as claimed in claim 1, wherein the vinyl aromatic block copolymers are 30 maleic anhydride-modified, silane-modified or epoxidized.
8. An adhesive as claimed in claim 1, wherein the block copolymers possess polystyrene endblocks.

9. An adhesive as claimed in claim 1, wherein the block copolymers comprise from 10% by weight to 35% by weight polyvinyl aromatics.
10. An adhesive as claimed in claim 9, wherein said block copolymers comprise from 5 15% by weight to 32% by weight polyvinyl aromatics.
11. An adhesive as claimed in claim 1, further comprising tackifier resins.
12. An adhesive as claimed in claim 1, comprising further components selected from the 10 group consisting of plasticizers, aging inhibitors, processing assistants, fillers, dyes, optical brighteners, stabilizers, and endblock reinforcer resins.
13. An at least one-layer pressure sensitive adhesive sheet strip which is residuelessly and nondestructively redetachable by extensive stretching substantially in the bond 15 plane, having the adhesive of claim 1 on at least one side thereof..
14. The pressure sensitive adhesive sheet strip of claim 13, wherein said at least one-layer is two or three layers.
- 20 15. The pressure sensitive adhesive sheet strip of claim 13, wherein the adhesive sheet strip includes an intermediate foam carrier.
16. The pressure sensitive adhesive sheet strip of claim 14, wherein the adhesive sheet strip includes an intermediate foam carrier.